

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 16206 070542Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----091546 071456Z /75
R 070341Z JUN 78
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 5831

UNCLAS BANGKOK 16206

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI: BERLI JUCKER CO., LTD.

REF: USDOC 09711

1. THAILAND
OFFICE USE: 2. 549 3. 0066300 4. 01
5. BERLI JUCKER CO., LTD.
6. P.O. BOX 173, 542/1 PLOENCHIT ROAD
7. BANGKOK
8. CONTACT: WALTER L. MEYER
9. TITLE: MANAGING DIRECTOR
OTHER OFFICIALS ARE: P. KARO, EXEC. DIRECTOR AND CHINGCHAI
MANOTHAI, DIRECTOR.
10. PHONE: 2524071 11. TELEX: TH 2768
12. CABLE: BERLIJUCKER
13. ESTBL: 1882 14. EMPL: 834 15. SIZE: VERY LARGE
16. REPUTATION: Y-EXCELLENT 17. RPT DATE: 06/78
OFFICE USE: 18. K 19. X 20. X 21. NA 22. NA
23A. 00000 - GENERAL TRADING
23B. 32290/MFG.DIST. OF GLASSWARE
23C. 36130/MFGM DIST. OF ELECTRICAL SWITCHBOARDS AND SWITCHGEARS
24. FOREIGN SALES: MALAYSIA, SINGAPORE, HONG KONG
25. FINANCIAL REFS: CHASE MANHATTAN BANK, SIAM SHOPPING
CENTER, BANGKOK; BANK OF AMERICA, SURIWONGSE ROAD, BANGKOK, THAILAND.
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26. TRADE REF: ARMOUR DIAL INT'L, P.O. BOX 1022, CHICAGO,
ILLINOIS 60690.

27. FOREIGN FIRMS REPRESENTED: AGENCY REP. OF AMERICAN AIRLINES
INC., NEW YORK, N.Y. 11040 FOR AIR TRAVEL AND AIR CARGO; ARMOUR-
DIAM INC. INT'L, 2000 AUCUTT ROAD, MONTGOMERY, ILL.60538 FOR DIAL
SOAP AND SHAMPOO; BESELER INT'L CORP., 8 FERNWOOD ROAD, FLORHAM

PARK, N.J. 07932 FOR COLOR ANALYZERS; CHATTANOOGA PHARMACEUTICAL CO., 101 MEMORIAL DRIVE, P.O.BOX 4287, CHATTANOOGA, TENN. 3705 FOR HYDROCOLLATORS, TRACTION UNITS; E.I. DU PONT DE NEMOURS & CO., "FREON" PRODUCTS DIV., NEMOURS BLDG., 9432 WELMINGTON, DELAWARE 19898 FOR FREON AND SOLVENTS; JOHNSON & JOHNSON, NEW JERSEY FOR HOSPITAL DISPOSABLE PRODUCTS; HOPE INDUSTRIES INC., WYANDOTTE ROAD, WILLOW GROVE, PA. 19090 FOR X-RAY EQUIPMENT; LEITZ INC., E., ROCKLEIGH, N.J. 07647 FOR PHOTOMETERS; MERIDIAN ENTERPRISES, INC., 757 THIRD AVE., SUITE 2510, NEW YORK, N.Y. 10017 FOR NIPPLES AND NURSERS; MERIDIAN SYNAPSE CORP., NEW YORK, N.Y. 10036 FOR HYPOTHERMIA UNITS; PIONEER TRADING CO., P.O.BOX 1446 BEVERLY HILLS, CALIF. 90213 FOR MEDI-CHEM DIAGNOSTIC REAGENTS; POLAROID CORP., CAMBRIDGE, MASS. FOR PHOTOGRAPHIC PRODUCTS; PRESTON CORP., J.A., 71 5TH AVE., NEW YORK, N.Y. 10003 FOR ORTHOPAEDIC EQUIPMENT; ROHM AND HAAS CO., INDEPENDENCE MALL WEST, PHILADELPHIA, PA. 19105 FOR RESINS; SCOTT PAPER CO., SCOTT PLAZA, PHILADELPHIA, PA. 19113 FOR PAPER PRODUCTS; TORSION BALANCE CO., 35 MONHEGAN ST., CLIFTON, N.J. 07012 FOR ANALYTICAL BALANCES; TRU-EZE MFG. CO., INC., TEMECULA, CALIF. 92390 FOR TRACTION MACHINES; VANDERBILT EXPORT CORP., 30 WINFIELD STREET, NORWALK, CONN. 06855 FOR CHEMICALS; VWR SCIENTIFIC INT'L, P.O. BOX 3200, SAN FRANCISCO, CALIF. 94119 FOR SCIENTIFIC EQUIPMENT; AGFA-GEVAERT N.V., BELGIUM FOR X-RAY FILM, MACHINES, CAMERAS; DURST AG., ITALY FOR PHOTOGRAPHIC AND GRAPHIC ARTS ENLARGERS; ELITE OPTICS LTD., ENGLAND FOR OVERHEAD PROJECTORS; EVA BLITZ CORP., JAPAN FOR PHOTOGRAPHIC FLASH GUNS; GEHA-WERKE GMBH, W. GERMANY FOR UNCLASSIFIED

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OFFSET AND STENCIL DUPLICATORS; OSRAM GMBH, W. GERMANY FOR FLASHBULBS AND STUDIO LAMPS.

28. POST EVALUATION: BERLI JUCKER WAS ESTABLISHED IN 1870 UNDER THE NAME OF JUCKER SIGG & CO. IT WAS RE-ORGANIZED IN 1882, 1965 AND AGAIN IN 1968 WHEN IT OFFERED ITS SHARES TO THE PUBLIC AND BECAME A MEMBER OF THE BANGKOK STOCK EXCHANGE. AT PRESENT, IT HAS AN AUTHORIZED CAPITAL OF \$3,000,000 AND IS CONSIDERED TO BE AMONG THE MOST PROMINENT AND EFFICIENT FIRMS IN THAILAND. ITS LEASED OFFICE OCCUPIES 5,200 SQ.METERS EXCLUDING A DISPLAY ROOM OF 200 SQ.METERS, LOCATED IN ONE OF BANGKOK'S BUSINESS DISTRICTS. FORTY PERCENT OF ITS IMPORTS ARE FROM GERMANY WITH THE REMAINDER FROM SWITZERLAND (20 PERCENT), ITALY (10 PERCENT), U.S. A. (10 PERCENT), ENGLAND (5 PERCENT) AND OTHER COUNTRIES (15 PERCENT). FIRM ALSO EXPORTS CONFECTIONERY, SOAP AND GALSSWARE TO MALAYSIA, SINGAPORE AND HONG KONG. IT MANUFACTURES SWITCHBOARDS AND SWITCHGEARS FOR LOCAL DISTRIBUTION. FIRM EMPLOYS 834 PEOPLE INCLUDING 250 TRAVELLING SALESMEN. FIRM'S TURNOVER IN 1977 WAS REPORTED TO BE \$36,600,000 REPRESENTING AN INCREASE OF 48 PERCENT OVER THE FIGURE REPORTED TO THE EMBASSY IN 1976. BERLI JUCKER OWNS MAJOR SHARES IN THE FOLLOWING

COMPANIES: RUBIA INDUSTRIES LTD., MANUFACTURER OF SOAPS
AND COSMETICS (99 PERCENT); MONTANA CO., LTD., GENERAL IMPORTER
AND EXPORTER (99 PERCENT); ALASKA MILK INDUSTRY LTD., MANUFACTURER
OF SWEETENED CONDENSED MILK (75 PERCENT); PACIFIC LEISURE
(THAILAND) LTD., TRAVEL AGENCY (49 PERCENT); THAI CONTAINER LTD.,
MANUFACTURER OF CORRUGATED PAPER CONTAINERS (35 PERCENT). SUBJECT
ALSO OWNS SHARES IN THAI GLASS INDUSTRIES LTD., MANUFACTURER OF
GLASSWARE; THAI SCOTT PAPER CO., LTD., MANUFACTURER OF TISSUE
PAPER, SANITARY NAPKINS; ROHM & HAAS THAILAND LTD., MANUFACTURER
OF CHEMICAL PRODUCTS; BORNEO CO. (BROKERS) LTD., INSURANCE BROKER;
CROWN SEAL CO., LTD., MANUFACTURER OF CROWN CORK AND OTHERS.
BERLI JUCKER COMPANY IS HIGHLY REGARDED IN LOCAL BUSINESS AND
BANKING CIRCLES AND IS CONSIDERED TO BE AN EXCELLENT TRADE CONTACT
FOR U.S. FIRMS.
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22. PREP: SATHIT/SOMSAK APPR: JAMES H. SAVERY
WHITEHOUSE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 07 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BANGKO16206
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780237-1183
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
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Litigation History:
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Message ID: 91505e90-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2462165
Secure: OPEN
Status: NATIVE
Subject: WTD/FTI: BERLI JUCKER CO., LTD.
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/91505e90-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
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